



FACTS & FIGURES ABOUT ITB BERLIN

ITB Berlin is an indispensable networking opportunity, world-wide marketplace, trend barometer, think tank, platform for knowledge, career booster and much more...

- 109,000 trade visitors
- 60,000 private visitors
- 28,000 convention visitors
- 1,000 hand-picked top buyers
- 6,000 media representatives
- 160,000 square meters
- 7,0 bn. euro sales

 **LGBT
TRAVEL**



ATTENTION GUARANTEED!

The LGBT travel segment is one of the fastest growing segments with an extraordinary potential. ITB Berlin offers the largest platform for this dynamic segment worldwide!

As a sponsor of this vibrant segment, you will be part of

- **Networking** - get connected with the LGBT travel community
- **Promotion** - stand out from your competitors by making use of different branding opportunities
- **Education** - impart knowledge at our new presentation corner



LGBT PAVILION - OPPORTUNITIES

The **LGBT Pavilion** is the world's largest meeting & networking platform for the global LGBT travel community.

- **Banner Branding**
- **Pink Carpet Branding**
- **Gay Café/Lounge - Exclusive Sponsor**
- **Presentation Corner Sponsor**
- **Speaking Slot at presentation corner**



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LGBT PAVILION - Your Benefits

- **Press work*:**
 - Sponsor-Mention and link in LGBT press release
 - Sponsor gets one single press release in LGBT press kit
- **Online*:**
 - Sponsor-Logo and link on the ITB Berlin Website
 - Sponsor-Logo and link at ITB/LGBT segment website
 - Sponsor-Mention and link in ITB Berlin Trade Visitor Newsletter, ITB Exhibitor Newsletter, B2C Newsletter
- **Onsite*:**
 - Sponsor-Branding
 - Brochure displayed at ITB booth of the LGBT Pavilion

*Please see all benefits and sponsoring fee in detail on our fact sheet

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LGBT MEDIA NETWORKING BRUNCH - Exclusive Sponsor

The LGBT Media Networking Brunch is the perfect event for exhibitors to present their products to all ITB registered media representatives.

- 9,000 invited media representatives
- 130 registered media in 2017
- more than 100 international participants from print & online media, freelancer, blogger, radio, TV
- Date: Wednesday 7 March 2017
- Time: 11 am – 12.30 pm



**LGBT
TRAVEL**



LGBT MEDIA NETWORKING BRUNCH - Your Benefits

- **Press work*:**
 - Sponsor-Mention and link in LGBT press release
 - Sponsor gets one single press release in LGBT press kit
- **Online*:**
 - Sponsor-Logo and link on the ITB Berlin Website
 - Sponsor-Logo and link at ITB/LGBT segment website
 - Sponsor-Mention and link in ITB Berlin Trade Visitor Newsletter, ITB Exhibitor Newsletter
- **Onsite*:**
 - Presentation (5 minutes incl. PPT) to all present media
 - Own table incl. presentation banner / roll-up
 - Distribution of give-aways at entry
 - Database of all registered media after the event

*Please see all benefits and sponsoring fee in detail on our fact sheet



LGBT SPONSORING PACKAGES



We share our competence with you
& will be happy to find taylor-made solutions!
Thank you for contacting us!

CONTACT

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